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FOR CHIEFS OF MISSION, PRINCIPAL OFFICERS, AND PD OFFICERS FROM  
UNDER SECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS  
JUDITH MCHALE

E.O. 12958: N/A  
TAGS: [KPAO](#)  
SUBJECT: CAIRO SPEECH -- THANKS FOR A JOB WELL DONE

REF: STATE 55334

¶1. I would like to thank you for the unprecedented public diplomacy support Missions provided for President Obama's June 4 speech to Muslim communities around the globe. The creativity and effectiveness of post activities on this historic occasion was remarkable.

¶2. Department public diplomacy support for the speech - in Washington and at your Missions - set a new paradigm for a simultaneous public diplomacy campaign with global reach. The President's remarks were translated into 14 languages, posted on Washington and Embassy-based websites in text and video, live-streamed, blogged and twittered, transmitted by text message to mobile phones in more than 170 countries, and discussed on on-line social networks.

¶3. Just as important as this new media effort was the extensive person-to-person outreach you conducted in the field. Staff at more than 100 Embassies and Consulates hosted gatherings to watch the speech, held post-speech public debates and discussions, conducted thousands of media interviews, and visited universities, mosques, and madrassas - putting a live face and human touch on the President's promise of a New Beginning. Some of the most creative activities took place in countries with relatively small Muslim minorities. The White House was so impressed with the variety and quality of post-initiated activities that it mentioned a number in its press release on June 6. You can see it at:

[http://www.whitehouse.gov/the\\_press\\_office/President-Obamas-Speech-to-Muslim-Communities-around-the-World-Summary-of-Reactions/](http://www.whitehouse.gov/the_press_office/President-Obamas-Speech-to-Muslim-Communities-around-the-World-Summary-of-Reactions/) .

¶4. In short, this was a model of smart diplomacy. Washington and the field worked as one, merging the latest high-tech with the traditional high-touch. Of course, the President's speech marked only a New Beginning, and a great deal of hard work lies ahead as we seek to realize the President's vision. But I think it is appropriate to pause for a moment and congratulate all who supported this effort on June 4. Thanks for a job well done.

¶5. Minimize considered.

CLINTON